

Enterprise and Opportunity

VISION, COURAGE and INITIATIVE---

these are the qualities which distinguish the successful man!

THE RICH and successful men of the world are men of enterprise. . . . They have, first of all, vision, the faculty of constructive imagination—of gauging a future state by deduction of existing facts, conditions and operating forces.

THE MAN of vision must see clearly the trend of events in the petroleum situation as it exists in Alberta today:

—The world-wide search for petroleum because of the universal demand of industry for the product.

—The importance of this province, in the opinion of geologists and practical oil producers, as one of the world's greatest potential fields.

—The practical development work and the present production in Alberta proving, as it does, the long-entertained theory of the geologists, and promising immediate production on an immense scale.

THEN there are the facts that Canada pays \$120,000,000 a year to foreign countries for petroleum products; that Alberta has one well producing \$2,000,000 a year—more than all the rest of Canada combined; and that, nevertheless, the province pays millions for gasoline every year.

Alberta, awaiting the enterprise of man to yield billions of dollars worth of petroleum—sufficient to

supply all Canada's requirements many times over—yet pays out millions abroad for gasoline!

That is the situation. Ordinary vision can foresee the inevitable development.

BUT IT requires Enterprise to fill in the picture. Courage and Initiative are called into play and the work begins. . . . The pioneers, first to see and act, carve out the way. They require assistance.

And soon Opportunity is created. To the man of Vision it is clear. To the man of Enterprise, to see is to act.

HERE is this oil situation in Alberta: Pioneers have created the Opportunity. The Alberta Refineries Ltd. have built a 1000-barrel a day refining plant to take care of the crude oil supply, find it inadequate to the demand for their product, "Pep." Another 500-barrel plant is projected.

Now comes the Refineries Distributors Limited, an organization to merchandise "Pep" products—to establish Service Stations and extend these as production is extended. . . . And this company will also assist in production, by means of a "Cracking Plant," employing a new scientific process by which the Wainwright crude will yield from 50 to 70 per cent of finest gasoline. Shares in this company are now offered.

"Although he have Vision to see into the future, the man without Courage and Initiative will not participate in the fruition of plans whose success he can clearly foresee. . . . To him the Lost Opportunity is doubly tragic."

"When the Standard Oil Trust was dissolved, it developed that 80 per cent of the profit in petroleum was made by the refining end."

"Petroleum is one of our most valuable natural resources. . . . The refining of petroleum must become our foremost industry."

"Early day gold seekers overlooked the rich sulphide ores which were almost pure gold, but which did not glitter. . . . Modern Science touched them with her magic hand. Millions of dollars were taken from the rocks of Goldfield, thrown aside by the placer miners looking for seeds of yellow gold. . . . Think this over!"

Here is the Opportunity for the man of Vision and Enterprise. Will you take it?

Refineries Distributors Limited

208 McLEOD BUILDING, EDMONTON, ALBERTA

Capitalization - \$1,000,000

90,000 Shares, Preferred, \$10 Par

100,000 " Common, \$1 "

Present Offering: The balance of a Block of 30,000 Preferred Shares at Par each Preferred Share carrying a Bonus of One Common Share.

DIRECTORS:

JOHN L. MERCER, Edmonton, Alberta, President.

H. A. STEWART, Vancouver B.C.,

Vice-President and Managing Director.

M. C. HAMMOND, Edmonton, Alberta.

J. C. C. BREMNER, Clover Bar, Alberta.

ROBERT McDONALD, Edmonton, Alberta.

W. A. TRIMBLE, Edmonton, Alberta, Secretary-Treasurer.

"PEP" is the appropriate name given to the gasoline product of Alberta Refineries Limited, produced from the crude oil of the Wainwright field.

"PEP" has justified its name as a lively, volatile, anti-knock gasoline which motorists insist upon after once having used it. Today the present "PEP" plant is inadequate for the demand.

+ Wonderful Work of the Cracking Plant

Prof. Gustav Egloff of the Universal Oil Products Company Research Laboratories, in a lecture before the American Institute of Mining and Metallurgical Engineers, spoke emphatically upon the wonderful economy and value of the "Cracking Plant" in the production of high grade anti-knock Gasoline from crude oil.

He claimed, and showed by tests and actual production in many fields, that by the Dubbs process, from 50 to 70 per cent gasoline is extracted from the crude and showed that from the Kevin Sunburst crude this percentage is always obtainable. The heavier crude from the Smack-over field is mentioned as showing "the wonderful potentialities of this process."

"One of the wonder oil fields of the United States is the Smack-over Arkansas, which is still producing 140,000 barrels per day, of which 165,000 barrels (December 31, 1925), is heavy oil. This oil, of asphaltic characteristics, is not very satisfactory as a fuel oil due to its emulsified water, high sulphur contents and other properties."

"The general inquiry when a new Smack-over well was brought in 'What will they do with it after they get it?'"

"One leading oil man stated that Smack-over 'Heavy crude' had everything in it it should not have for a refinery. Yet, despite these pessimistic statements, Smack-over heavy oil is being commercially cracked into over 50% gasoline. Smack-over heavy crude oil production of 165,000 barrels daily can be converted into 81,000 barrels of gasoline per day by the cracking process."

The results achieved promise those which will be accomplished by the Cracking Plant in treating the crude oil from the Wainwright field, as the chemical composition and gravity of the oils are almost identical.

"The Dubbs Process is so flexible that it converts any type of oil without change of principles or equipment into gasoline. Commercial plants are in operation or under course of construction in various parts of the world, such as Japan, Burma, Java, and Dutch West Indies, Australia, Rumania, and many parts of the United States."

REFINERIES Distributors Ltd. was organized with a Dominion Charter, capitalized at \$1,000,000, divided into 90,000 8% Preference Shares with a par value of \$10.00 each; and 100,000 Common Shares with a par value of \$1.00 each. Paid up capital is \$200,000.

The company was organized to market the "PEP" products of the Albert Refineries Ltd., and also to produce gasoline and other products from crude petroleum by means of a cracking plant, this plant employing the Dubbs process, a great scientific and economic advance over the ordinary refining plant, extracting from 5 to 5 times as much gasoline from the crude oil.

The present issue, for the purpose of carrying on the immediate program of the company, is 30,000 Preference Shares, of which 10,000 shares have already been sold. The Preference Shares are offered in units of 1 at \$10.00, and each of these Preference shares carries a bonus of 1 Common Share.

The initial program of the company is to erect and maintain a number of Service Stations throughout the Province for the marketing of "PEP" gasoline and petroleum products, a profit of 3c per gallon clear of freight being available from this source alone at the present market prices.

Also to erect a "Cracking Plant" at a cost of \$150,000. This will have a capacity of 1,000 bbls. of crude oil and will produce from this a minimum of 500 bbls. of anti-

knock gasoline every twenty-four hours. At 35 gallons to the barrel, this shows a total output of 17,500 gallons a day.

Apart from the individual profit of the cracking plant unit working at capacity, the output marketed through the service stations shows a distributing profit of \$525.00 per day net. This alone will show a handsome dividend on a \$1,000,000.00 capitalization in addition to the 8% per annum on the preferred shares.

Detailed figures will show this enterprise to be one of the very highest potentiality for profit. We shall be pleased to send a digest of the situation, based upon actual conditions, to the earnest investor.

In the meantime the soundness of the proposition will appeal to the investor who realizes that these pioneer enterprises in industry based directly upon natural resources, reap the rich reward.

ACT NOW



Application for Shares

TO THE REFINERIES DISTRIBUTORS LIMITED,
208 McLeod Building, Edmonton, Alberta.

I hereby apply for _____ shares of the par value of \$10 in the capital of the Refineries Distributors Limited and herewith tender \$ _____ on account of same.

It is understood that I am to receive one share of Common Stock for each share of Preferred for which I subscribe.

Name _____

Address _____

Information Coupon

TO THE REFINERIES DISTRIBUTORS LIMITED,
208 McLeod Building, Edmonton, Alberta.

Please furnish me with complete information regarding "Refineries Distributors Limited." It is understood that there is no obligation implied.

Name _____

Address _____

Can you visualize this Opportunity?
Will you seize it?

—By Sydney Smith



—By King

—By King





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